

Kimberly-Clark Korean Subsidiary Receives Best Corporate Image Award For Ethical Management

Kimberly-Clark Korean Subsidiary Receives Best Corporate Image Award For Ethical Management Dallas, August 12, 2002 – Kimberly-Clark Corporation [NYSE:KMB], maker of such well-known brands as Huggies, Kleenex, Kotex and Depend, today announced that its Korean subsidiary, Yuhan-Kimberly, received the 2002 Best Corporate Image Award for Ethical Management from the Korean Management Association Consulting organization (KMAC).

KMAC also named KookHyun Moon, Yuhan-Kimberly's President Director, as the Best CEO in Korea in its Third Annual Best Corporate Image Awards. In addition, a panel of 4,000 randomly selected Korean consumers ranked Yuhan-Kimberly first for corporate image in the consumer packaged hygiene goods industry.

"These are outstanding and well-deserved commendations for KookHyun and the Yuhan-Kimberly team," said Tom Falk, President and Chief Operating Officer of Kimberly-Clark. "It's a reflection of KookHyun's leadership and our employees' commitment to upholding Kimberly-Clark's core values and ethical business practices. I want to congratulate them for their efforts in making Yuhan-Kimberly one of the most admired corporations in Korea."

According to KMAC, a panel of judges made up of business school professors in Korea selected Yuhan-Kimberly for the Ethical Management Award because of the company's outstanding management practices, strong labor-management relationship, business ethics and solid financial performance.

KMAC awards its Best CEO honor to the executive with the most outstanding performance in management and social responsibility. Noting that KookHyun is "a role model for distinguished service to Korean society," the organization selected KookHyun as its top honoree in part because of his open management style and ability to build and maintain the best corporate image, keeping business ethics at the forefront of Yuhan-Kimberly's business philosophy.

Also contributing to these awards is Keep Korea Green, an environmental program for which the company is known throughout the country. Keep Korea Green includes a public education media campaign, a program targeted at school-age children, and an annual event at which hundreds of newlyweds plant trees as a way to celebrate their new lives together.

About Yuhan-Kimberly

Yuhan-Kimberly was established as a joint venture between Kimberly-Clark and the Yuhan Corporation in 1970, and is today one of K-C's largest and most successful subsidiary companies. The company is 70 percent owned by Kimberly-Clark, and is the Korean market leader in all of its core businesses of infant care, feminine care, consumer tissue, and professional products.

The Yuhan Corporation, founded in 1926, is a leading pharmaceutical company in Korea that produces more than 100 products including antibiotics, anticancer drugs and biological drugs.

About Kimberly-Clark

Kimberly-Clark Corporation is a leading global consumer products company. Its tissue, personal care and health care products are manufactured in 42 countries and sold in more than 150. Kimberly-Clark is home to some of

the world's most trusted and recognized brands, including Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend. Nearly one-quarter of the world's population, or 1.3 billion people, use Kimberly-Clark products each year. Kimberly-Clark has been among Fortune magazine's "Most Admired" corporations since 1983 and was recently named to its list of "100 Best Companies to Work For." For more information about Kimberly-Clark's well-known brands, visit the Kimberly-Clark Web site at www.kimberly-clark.com.

<https://www.news.kimberly-clark.com/press-releases?item=125266>